



## Bullet Point Optimisation

Hey guys, it's Mario here on the next video on how to create some highly converting bullet points for your listing.

I have a competitor's listing here to the door stop. They have a pretty good title, but they have a good ranking. It's decent.

I don't recommend putting your brand in the beginning of the title. Definitely not.

What you want to do with your bullet points, once you get here on the description tab, you're going to need to put five definite pluses about your item. Now, while you're putting those pluses or those pros about your product inside your bullet points, you're going to want to input some of your keywords into that.

You're going to want to make normal sentences that work and sound okay, but you also going to want to put keywords in there as well.

You're going to use your keyword tool. You're going to find your keywords. When you do your research, try to get 20 to 50 keywords down. Get them on a spreadsheet. Work organized.

Get them on a spreadsheet and just start taking the most relevant ones to the less relevant ones. Put them in order and then use the ones that you feel like you should use to draw people in and people can search. You search terms and find your product.

Here's an example.

Nontoxic rubber material. They're basically telling you it's nontoxic. If you have a kid around crawling on the floor, it's giving you a benefit about this. It's telling you it's easy to use.

No need to drill into a wall. You don't have to put a screw on the wall right there like that. Very easy to use. That's another benefit about this.

It gives you free bonus holders. Now, you can stick the bonus holder to a wall, and when you're not using the door stopper, you could just slide it in the bonus holder and it's out of the way. It's not floating around where you can trip on it or anything like that.

That's a good pro right there. Then they are giving you the size and the weight.

They're telling you how big it is, how much it weighs. If your door gap is higher than an inch, stack the door stoppers. If they're too wide or anything like that from the floor.

Then it gives you, this is really important, 100% money back warranty, which you're going to have to have with FBA anyway, so this is really good. This is what makes people feel safe about buying your stuff. A money back guarantee is always a good thing.

# CHINA IMPORT F O R M U L A

"Your Step-By-Step Formula To Importing From China"



What you want to do is you just want to basically find the top five pros about your product. Why should somebody buy it from you? Why is it a good product? Why doesn't somebody just go to Walmart and buy a door stopper there? What does it made out of? What differentiates you from everybody else?

At the same time, put your keywords in those sentences as well. You got to incorporate keywords with your pros and describing it at the same time.

That's basically how you do that. That's just the beginner module for this. We'll get into some more high tech versions of how I do bullet points, but this is basically it for a beginner.

As you learn, you learn different techniques on your own anyway. You can check out your competitor, see what they're doing and don't ever copy them but always just make it better. That's my thing.

I would always go to my competitor, guys that are selling thousands of units a month. They're obviously doing it correctly. I just take the inspiration from them. I never copy.

I just take and see what they're doing, what kind of techniques they're using and what keywords they're using and I just make it into my own and try to make it better.

That's what you'll be doing over and over again when launching products over and over again. It's not that complicated guys. Once you get the hang of it, it's pretty easy to do.

The more I do it, the more inspiration I get and the better I do it.

The bullet points that I've created for my first product are okay, but the bullet points that I create now are way better than they were before, because I think of different techniques to use.

I think of different ways to incorporate keywords into the bullet point, so this way you're explaining to the customer what it is as well as getting search terms in there. If somebody is searching for your stuff, you'll come up in the search terms.

That's it for now on bullet point optimization. I'll see you in the next video guys.

